March 2002



Opportunities...

Palmer Chamber o f **Commerce** is looking for Made In Alaska items on consignment for their gift shop Contact Sue this summer. Smith at 745-2880.

Sam McGee's Gift Shop in Ketchikan sells only Made In Alaska items and is ready to buy summer stock. Call 225-7267 and ask for Brad or Pat Moore, owners, or for Hanni Patterson, manager.

Made In Alaska's Email address has changed due to our former carrier dropping our service with only 7 days notice. Sorry for any inconvenience. New main email address is madeinalaska@

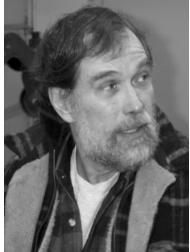
anchoragemarkets.com and Bill Webb's direct bill@anchoragemarkets.com.

The Phone Directories Company Incorporated will again include a Made In Alaska section in their Anchorage and Fairbanks directories. 800-443-0801 for information or to place advertisements.

Made In Alaska Products and Permit Listings Catalogue Update will be mailed to each permit holder in April to ensure your data is listed as you want it to be. Return them to us immediately to make sure your listing is correct.

ALASKA BLACK DIAMOND

Made In Alaska's 2001 Manufacturer of the Year



Patrick Moore, owner of Alaska Black Diamond Co., Princess Island, Alaska

Made In Alaska found a shining and perfectly cut diamond in the Ketchikan area when we recently visited with Pat Moore of Alaska Black Diamond Co. We toured Alaska Black Diamond's carving operation on Princess Island and their finishing/shipping operation in Ward Cove. Holding Made In Alaska permit #0045 makes the company one of our most senior permit holders with an initial join date of March 26, 1994...this month is their 8th anniversary in the Made In Alaska program.

Alaska Black Diamond produces very high quality carved and finished totem poles and plaques that are familiar to residents of Southeast. The company's products are made of local yellow and red cedar and are very popular collectables purchased by Alaska's tourists and residents.

(Continued on page 3)



Rough cut lumber is processed in shop on Princess Island using various saws, routers and other machinery to shape before hand carving is accomplished. Products are then moved by boat to Ward Cove to be sanded, colored and coated prior to shipment.

Beach found Yellow Cedar is sawed at local sawmill to be used in production of totem poles and plaques.

Welcome New Permit Holders December, January & February

Tassita Rawlins Anchorage 333-1805 Permit #4984 Beaded Jewelry, Earrings, Necklaces & Zipper Pulls

Funny River Ranch Courtney Prisk

Soldotna 260-5331 Permit #4985 Alpaca Products, Hats, Scarves, Shawls, Blankets, Yarn & Raw Fiber

Cortnet Beck Eagle River 696-2325 Permit #4986 Pencil Drawings

Crystal & Eric Beeman Homer 235-9466 Permit #4987 High Quality Alaskan Outdoor Clothing Made From Polar Fleece

Original Works by A.N.Thaggard Alice Thaggard

Palmer 746-1708 Permit #4988 Cards

Frontier Video Productions

Glen Byrns Sterling 262-5931 Permit #4989 Videos Of Alaska & About Alaska

Kings' Interior Taxidermy

Marion & Bill King North Pole 488-3199 Permit #4990 Trapper Hats, Fur Mittens, Fur Covered Earmuffs, Patch Worked Fur Pillows, Keychains & Steering Wheel Covers

Earth's Whispe

Alanna Kretschmer-Dunn Anchorage 272-0460 Permit #4991 Pen & Ink Prints & Cards

BLG Group

Becky Gay Anchorage 244-6832 Permit #4992 Pressed Alaska Flowers & Leaves With Artwork Added

J. Flinders Designs

Jill Flinders Anchorage 566-5455 Permit #4993 9" x 6" Quilted Fabric Postcards With Alaska Fabric Theme

Liz Originals

Elizabeth McElrath Anchorage 345-2461 Permit #4994 Watercolor Paintings In Note cards

Gore's Gifts & Crafts

Lisa Gore Chugiak 688-6460 Permit #4995 Woodcrafts - Benches, Shelves & Quilt Racks Permit #4996 Machine Embroidery

Alaska Fine Woodworking

Howard Hindin Palmer 746-3921 Permit #4997 Furniture & Other Woodworking Projects Utilizing North American & Exotic Hardwoods

TMC Alaska, Inc.

Jamie Chew Big Lake 892-3500 Permit #4998 Chain Link Fabric

magine Alaska

Nikki Cleveland Anchorage 569-1970 Permit #4999 Blank Note cards With Alaskan Photos

Wolfs' Den L.L.C.

Deborah (June) Brunsell Anchorage 242-4993 Permit #5000 Cotton Wood Bark Carving Permit #5001 Laser Engraving Permit #5002 Panel, Plaque & Sign Manufacturing

Arnell I.C.M. Company, Inc.

David Arnell Anchorage 562-5385 Permit #5003 Custom Wall Systems-Movable Walls Permit #5004 Custom Furniture & Casework

1 Stop Burly Shop

Kathryn Mosley Fairbanks 389-6461 Permit #5005 Lamps, Clocks, Tables & Other Home Items Using Native Alaskan Wood

Tactile From Nature

Gail Person Ketchikan 225-2215 Permit #5006 Lamp, Vases, Bookends, Clocks & Wall Hooks Featuring The Natural Forms & Exquisite Grain Of Temperate Rainforest Woods From South East Alaska

Judy Moffit Thorne Bay 828-3375 Permit #5007 Handcrafted Baskets & Ornaments Using Various Natural Materials

et Me Not Potter

Robin Dempsey Anchorage 345-5979 Permit #5008 Hand Thrown And Decorated Pottery

Gladheart Acres

Tammy Shields Palmer 745-4633 Permit #5009 Handmade Soap, Lotion Bars, Lip balm, Burn Balm, Massage Oil, Milk bath & Bath Salts

Michael Powell Wasilla 352-1239 Permit #5010 Hand Painted Lightswich Covers With Alaskan Themes

Teri Rofkar Sitka 747-3641 Permit #5011 Basketry: Primarily Tlingit Spruce Root, also Wool And Pine Needle

T.L.C. Alaska Collectables

Jaslyn Casey Wasilla 376-1033 Permit #5012 Alaskan Dolls With Hand Sculpted Faces & Fur Parkas

Out Of Alaska

Christy Lowe Soldotna 260-7403 Permit #5013 Stationery Cards Prints From Original Watercolor Art

Polar Supply Company, Inc.

Don Dunavant Anchorage 563-5000 Permit #5014 Crushed Recycled Glass

Pane In The Glass Art Studio

John Moore Jr. Anchorage 338-2854 Permit #5016 Glass Art & Stained Glass Art

Wild Alaska Naturals

Cheryl McCullough Anchorage Permit #5017 Handcrafted Dream Catchers

Cook Inlet Art Glass

Dwight Ross Soldotna 262-4237 Permit #5018 Man Made Beach Glass & Products Made From Beach Glass

Bear Paw Soaps & Sundries

Marilyn Bell Kodiak 486-4899 Permit #5019 Handmade Soaps & Toiletries

Alaska Bristol Bay Photography

Greg Syverson Palmer 357-1273 Permit #5020 Underwater Salmon Video Permit #5021 Alaska Photography Prints

T & K Crafts

Trish (Patricia) Brunson Fairbanks 479-8939 Permit #5022 Alaska Moosquito Magnet

Baskets by Chris

Chris Lynch Kodiak 487-2244 Permit #5023 Hand Woven Baskets Made of Rattan

The Ceramic Shop

Christy Baun Nikiski 776-6569 Permit #5024 Ceramics-Household Gifts, Kitchenware, Yard & Lawn Ornaments

Aurora Winds

Terry Fauth Fairbanks 452-2600 Permit #5025 Fabric Art And Sculpting

Tundra Muffins Connie Hocker Soldotna 262-9052 Permit #5026 Alaskan Dolls Handcrafted In Soldotna, Alaska

Forever Family Films

James O'rear Anchorage 644-4408 Permit #5027 PC-Based Photo Presentations Which Are Personalized For Each Client

Alaskan Art Puzzles

Arther Ohmer Ketchikan 247-2605 Permit #5028 Hand Cut Wooden Jigsaw Puzzles

Del Gato

Belinda Snyder Fairbanks 490-0345 Permit #5029 Handmade Customized Quality Jewelry

Diane Rayn

Anchorage 243-3706 Permit #5030 Bead Zipper Pulls & Key Rings



BuyUSA.com

Introducing an e-Marketplace backed worldwide by people you can count on!

Your connection to the Made In Alaska program has now opened up the marketplaces of the world to you.

U.S. Commercial The Service and IBM Corporation have collaborated to bring you BuyUSA.com -an electronic marketplace combining the best in technology with a worldwide net- staff can now help you to work of market expertise.

20 over years, suppliers of products and services have placed their the next step in meeting and faith in the U.S. Commercial Service to guide them through the export process and connect them to aualified international buyers.

Made-In-Alaska's subscription to BuyUSA.com gets you instantly connected to their network of 157 cities in 84 countries across the world with the speed of the Internet to get you to global markets faster and more profitably.

The U.S. Government's backed e-Marketplace lets businesses close Alaska find and export sales. build valued. long-term relationships with international business partners and complete export transactions using online tools and the personal support of trade specialists worldwide.

Benefits Through the Made-In-Alaska Program

Instant access to thousands of qualified foreign distributors, buyers and trade leads Hot link to your Homepage through the Made In Alaska site.

- International business transaction capabilities
- Exposure at promotional events worldwide
- Customized international

business counseling from U.S. Commercial Service trade experts

- International dispute resolu-
- Shipment logistics assistance
- •International market research on countries and industries worldwide.

How the Made-In-Alaska **Program Can Get You to** Market

The Made-In-Alaska find a list of viable foreign prospects business through the online database and can guide you to take qualifying these contacts. Through BuyUSA.com and your personal trade counselor at the Alaska Export Assistance Center. the Commercial Service can prearrange face-to-face meetings where you can interview these contacts and even visit their facilities through their Gold Key Service. These meetings are coordinated by the trade specialists in the Alaska Export Assistance Center, and American Embassies and Consulates in countries throughout the world, enhancing your credibility and exposure as you venture into unfamiliar markets.

When you are ready for the export markets of the world, contact us at:

Charles F. Becker, Director **Alaska Export Assistance Center U.S. Commercial Service U.S. Department of Commerce** 550 West 7th Ave., Suite 1770 Anchorage, Alaska (AK) 99501

> Tel: (907) 271-6237 Fax: (907)271-6242

E-Mail: cbecker@mail.doc.gov www.alaska.net/~export

Get on the fast track to export success at:

http://www.buyusa.com

Alaska Black Diamond Co. (Continued from page 1)

Seven full time and about seven part-time employees are required to keep up with the demand of this growing company. Their devotion to energy conservation and wise use of Alaska's resources adds to their value as one of our state's premier manufacturers. The Moore's home on Princess Island use solar panels year around for their electrical needs. Generators supplement the solar power only when the shop's heavy machinery is being operated.

The Moore's are a longtime Alaska family. Patrick's father was commissioner of Labor during Governor Hickel's first gubernatorial term. Patrick, his wife and his sons all work in the business. His wife, Tedi Brown, also operates a close by gift store.

Alaska Black Diamond Co. has been in business for about ten years. A major part of their longevity and success is due to the talents and work ethnic of their long-term employees, some who have been there for 8 to 9 years and most over 5 years. Turnover is very low. These loyal and talented employees, including Kanoe Zantua, Jason Brock, Allan Falzarand and Cheryle Miner who along with Patrick and Tedi, have built an Alaska business...and a lifestyle of which that they can be VERY PROUD.

We will have more regarding Alaska Black Diamond Co., including a photo of the award being made, in our next issue. We know we speak for all Made In Alaska permit holders when we say "Congratulations...Alaska Black Diamond Co. our 2001 Made In Alaska Manufacturer of the year."

Beach found cedar waits in the cove for future needs.

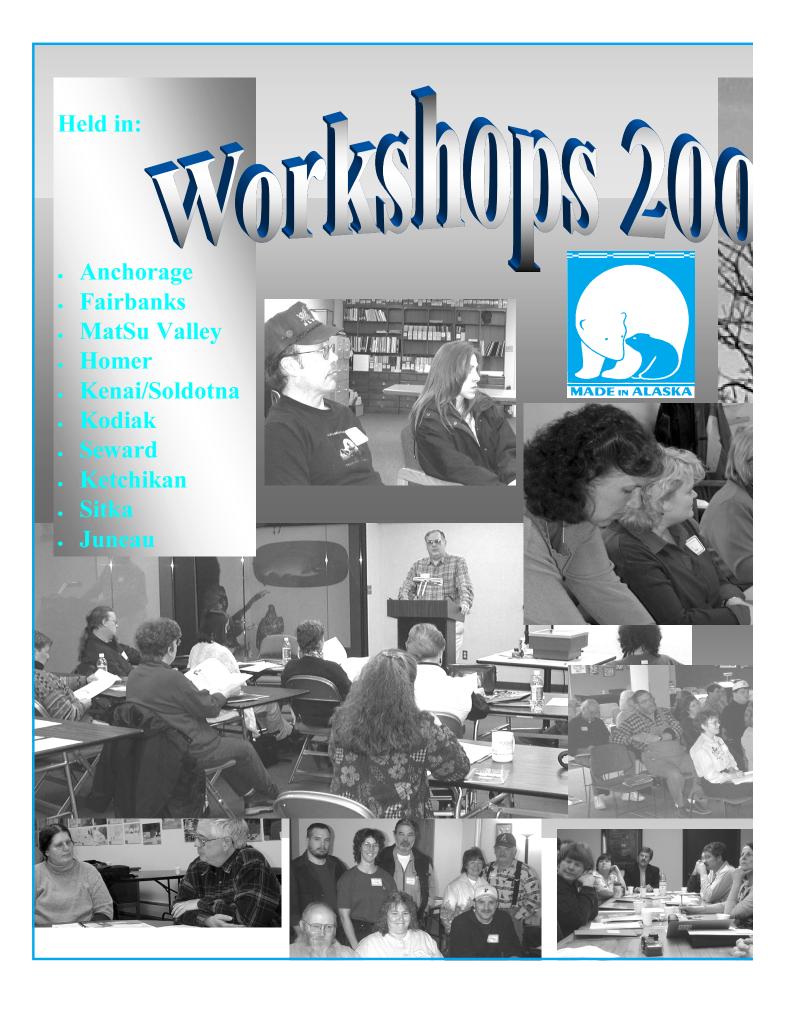


Made In Alaska Manufacturers of the Year

- 2001 Alaska Black Diamond Co.
- 2000 Fenton Woods
- 1999 Alaska Mint
- 1998 Cameron Birch Syrups & Confections

IN AL

- 1997 Alaska Canine Cookies
- 1996 Sunrise Bakery
- 1995 Great Alaska Bowl Company
- 1994 Alaska Wild Berry Products
- 1993 Marian Boat Works
- 1992 Alaskan Brewing Company
- 1991 Tesoro Alaskan Petroleum





Choosing the Right Trade Show or Craft Market for Your Products

By Kristie Sherrodd, Sound Strategies Marketing Services, Sitka

This article is part two in a series on selling at retail trade shows and markets.

If you choose to display or sell at a trade show or craft market, be sure the venue you choose is right for your products or services. First, know that there are many different types of shows. Although it is difficult to deduce a great deal of information solely from what shows are called, the public tends to make some assumptions. Events billed as bazaars and flea markets are apt to bring customers looking for a bargain. These are not good for high-end crafts or goods designed for a professional clientele. Events called festivals or fairs often generate large crowds, but many attendees are present for adjunct events (entertainment, food, sporting events, etc.) rather than for shopping. Art and craft shows draw customers primarily interested in handmade products. Trade shows are often designed for specific industry audiences and vendors should have products geared toward industry needs.

The best way to choose a show is to attend as an spectator before committing as a vendor. Go to the show, observe, and ask lots of questions. Talk to exhibitors, the attending public, and show staff.

Whether or not you attend a potential show as an observer, always request a show application and copies of rules, guidelines or jury criteria. Don't hesitate to contact the show promoter and former vendors with questions not answered by these materials. Try to obtain answers to the questions that follow before deciding to do any show, and especially shows you are unable to check out in person.

The Most Important Questions

- Who are the other vendors and how do your products compare (target consumer, price, quality, etc.) with theirs?
- Who are the attendees (age, income, lifestyle, interests) AND do the attendees buy what you intend to sell?

These questions are especially important when considering a show in a geographic area new to you. An area's cost of living, prevailing wages, and demographics, as well as number and type of competitors, all affect the price a product can command there, or whether or not a product will sell there at all.

General Show Questions

- How many years has the show been held? Be cautious about selling at brand new, unestablished events.
- Who are the show organizers and what is their experience?
- How many attendees are expected? On what is this expectation based?
- Is there an admission charge to the public?
- What kind of merchandise is allowed? Hand crafted? Imports?
 Mass-produced?
- Are there food concessions? Who staffs them and what do they sell? Consider if the smell of these foods or shoppers eating these foods will affect your sales.
- Is this show a stand-alone event, or is it held in conjunction with other activities?

Application Process

- How many applications were received last year?
- Is this a juried show, a first-come first-served show, or an invitation only show?
- If juried, who makes up the jury and what are their qualifications?
- What is the jury selection criteria and process?
- Is there a jury fee?
- Is there an application fee?
- Are previous exhibitors given priority for booth space?
- How many previous vendors are allowed back each year?
- How many new vendors are accepted each year?
- What are the cancellation penalties?
- Is there a limit to the number of vendors by product category?

Show Management and Venue

- Where is the show held? Is the venue indoors or outdoors?
- If the show is held outdoors, what is the policy for inclement weather?
- How many vendor spaces are there and how are they laid out? (Ask for a map!)
- What is the booth size?
- What is the price of a booth, and what does this fee include?
- May vendors rent multiple booths?
- How are booths delineated?
- Is electricity available? For what cost?
- Are telephone lines available?
- Are tables and other furnishings available? For what cost?
- How is the show advertised and otherwise promoted? (The number of customers is directly related to this!)
- Are program or other advertising opportunities offered to vendors?
- Are promotional tools invitations, postcards, flyers, etc. – offered to exhibitors?

Once you have answers to all or most of the proceeding questions you will be able to assess confidently whether a show is a good match for you and your products or services.

In the next issue of *Bear Necessities* this column will look at how to design a booth that helps sell your products.



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All About Trademarks TM & Servicemarks

A trademark can be a word, symbol, or device (design or a combination of words, the United States Patent and Trademark ability status. If this status is obtained, the symbols and designs) that a business uses to identify its goods (Trademarks) or services (Servicemarks) in the marketplace and to distinguish them from the goods or services of others.

Filing a trademark with the State of Alaska is relatively inexpensive and usually very easy to do.

Any word, design, logo, or combination of these used by a manufacturer or merchant to identify goods made or sold, or services provided in Alaska, may be registered by filing an application for state trademark registration. The filing fee is \$50.00 per class of goods or services being registered. In order to file for trademark protection, the goods or services must be in use in this state. Marks will not be registered which are merely descriptive, primarily geographical, merely a surname, im- the mark. Common law trademark rights Federal Trademark Register, the various moral or scandalous, consisting of national may be enforceable indefinitely, so long as state trademark registers, as well as through symbols or the flag or coat of arms of any the business continues to use its marks. The various databases and publications directed country, deceptively similar to a state registered trademark on file with the division, or ited to the geographic territory in which the trademark search depends upon the nature indistinguishable from any other entity mark is being used. name on file with the division.

out the name and address of the person mark rights. A federal trademark registra- marks and servicemarks contact DCED, applying for registration, a description of tion generally grants the trademark owner USPTO and/or your attorney. the goods and services, the class of goods nationwide rights in the mark, and the right and services used in connection with the to prevent other parties from using the mark, the date that the mark was first used, same mark or a similar mark anywhere in a statement that the owner has exclusive the country, if the other party's use is likely right to the mark, and a statement whether or not the mark has been registered with the United States Patent and Trademark Office (USPTO). The application must be signed by the applicant and notarized. Three specimens of the mark must accompany the application. A separate application must be submitted for each classification under commerce to obtain a federal registration, a which the applicant wishes to register the mark. The application must be on forms provided by the Division and may be ob- the mark in commerce. By filing a so-called tained online at www.dced.state.ak.us or by calling 907-465-2530 or by mail at: DCED, preserve rights in a trademark before it be-Corporations Section, Post Office Box gins using the mark. Once the company 110808, Juneau, AK 99811-0808.

renewable within six months of expiration. A state registered mark is transferable and can be cancelled at any time.

The State of Alaska does not search the mark against other states and therefore does not abrogate any rights between persons who claim to have prior use. However, the State of Alaska is able to check for marks that are federally registered marks filed that continued existence of the registration may have been filed with the USPTO. For in-challenge the registration. After the fifth formation on federal registrations, call the

9889, online at www.uspto.gov or contact the mark becomes eligible for incontest-Office at: U.S. Department of Commerce, owner's rights to the registered mark gener-Washington, DC 20231.

Trademarks can be among a business's sumer that the goods and services meet investigate foreign trademark protection. certain standards of quality and consistency. A Big Mac® is a Big Mac® is a Big Mac®.

Registering a trademark in the USPTO The application for registration must set is the most effective way to secure tradeto cause confusion in the marketplace with respect to the registered mark. However, we suspect most Made In Alaska permit holders' needs will be met with a state registration of their mark.

federal trademark application may be filed interest or low interest loan of \$250based on the party's bona fide intent to use \$1,000. intent-to-use application, a company may begins selling goods or services under the mark, the company may then file evidence A registration is valid for 5 years, and is of such use in the USPTO so that the registration may then issue in due course.

> The term of a federal trademark registration is 10 years from the registration date. The registrations are renewable for subsequent 10-year terms, so long as the registrant is using the mark. During the first five years of registration, third parties who believe that they will be harmed by the

federal information hotline at 1-800-688- anniversary date of a federal registration, ally cannot be challenged.

In most countries, trademark rights are most valuable assets. For example, the vari- secured by registering the mark in that ous trademarks owned and used by the country. Most foreign countries do not have McDonald's Corporation and its franchi- common law trademark rights. If a business sees are of immense value. They are in- plans to sell its goods or services outside of stantly recognizable and signify to the con- the United States, the business should also

A trademark search should be performed before using a trademark, applying for registration, or committing resources to In the United States, trademark rights the promotion of a new mark. The purpose may arise by merely using a trademark in a of the search is to determine if the mark is business environment, without filing for available for use by investigation whether registration. Using an unregistered trade- another company or entity has rights in the mark affords the trademark owner so-called same or confusingly similar mark for re-"common law" trademark rights, often des- lated goods or services. Trademark ignated with a "TM" in superscript next to searches may be conducted through the rights in a common law trademark are lim- to common law trademarks. The extent of a of the goods and services on which the mark is to be used and the search budget.

For more information regarding trade-

Kenai Peninsula's **Economic Development** District's Microloan Fund

Made In Alaska permit holders who are home-based and are primarily producing an Alaskan craft or artwork or is Although a party must use a mark in involved in a trade within the Kenai Peninsula may now be eligible for a no-

> Uses of the money may include startup costs of a legitimate business or the Purchase of equipment or new inentory for an existing business.

> Contact and apply with your local bank first. If denied, contact EDD:

Jim Carter at 283-3335 **Economic Development District** 14896 Kenai Spur Highway #103A Kenai, Alaska 99611

EDD is looking for applicants who have relevant experience and demonstrate a willingness to repay the debt.



Made In Alaska — Label Order Form

Return this form to: Made In Alaska P.O. Box 102440, Anchorage, AK 99510-2440

Permit	#		

N	a	m	e	٠

Address:

City/Zip:

Make Checks Payable to: State of Alaska

Labels may be picked up during business hours at the Made In Alaska office, 825 West 8th Avenue, Suite 203 in Anchorage.

Roll Labels	Number of Rolls or Bags	Cost per Roll 1,000 or Bag 50	Amount Due
(Stickers)			
Black & White - Large		\$15.00	
Gold & Black - Large		\$15.00	
Silver & Black - Large		\$15.00	
Black & White - Small		\$12.50	
Gold & Black - Small		\$12.50	
Silver & Black - Small		\$12.50	

Woven Cloth Labels sold 50 per bag

Black	\$12.50	
Red	\$12.50	
Royal Blue	\$12.50	
Navy Blue	\$12.50	
Light Blue	\$12.50	
Light Pink	\$12.50	
Dark Pink	\$12.50	
Purple	\$12.50	
Yellow	\$12.50	
Forest Green	\$12.50	

Total Amount due with order \$

2002 Calendar of Events Changes & Adds

Change dates of these events..

July 12th to14th in Talkeetna — Moose Dropping Festival 733-1234

November 15th to 17th in Fairbanks — 11th Annual Holiday Marketplace 474-9082

November 29th to December 1st in Juneau — Public Market 586-1166

Add these events to your calendar...

April 25th & 26th in Sitka — Small Business Expo 966-3301

July 27th in Soldotna — Soldotna Progress Days 262-2322

November 1st to 3rd in Soldotna — Fall Bazaar & Craft Show 262-2322

November 8th to 10th in Sterling — Senior Center Christmas Bazaar 262-3151

November 15th & 16th in Soldotna — Sports Center Annual Holiday Bazaar 262-3151

Cameron Birch Syrup Receives National Honor

Marlene Cameron, owner of Cameron Birch Syrup and Confections, was honored by the U.S. Commercial Service of the United States Department of Commerce for notable accomplishments in exporting.



Director General of the U.S. Commercial Service, Maria Cino,

cited Cameron's efforts to get her product certified as "organic" and recognized as such by countries in the European Union which enabled her to expand sales substantially in that market.

Cameron approached the Alaska Export Assistance Center in January, 2000 seeking help in pursuing EU organic certification the firm's birch syrup. Chuck Becker, director of the export center recommended her initiative to the Export Council of Alaska which helped finance the cost associated with the certification process.

The Council noted that although the certification would only cover Cameron's product, the certification process would be clearly delineated and its efficacy tested in the European Union. Producers of honey, berry products, fiddlehead ferns and mushrooms, and other products are now able to proceed with certification without going through the expensive and time-consuming research Cameron had to undertake.

Becker presented the Export Achievement Certificate, to Cameron in Wasilla at a recent Made In Alaska workshop.



MADE IN ALASKA Post Office Box 102440 Anchorage, Alaska 99510-2440 Presorted Standard US Postage

PAID

Permit #93

Anchorage, AK